

TOURISM COMMISSION MINUTES
Monday, April 10, 2023
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:01 p.m.

Roll Call

Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Ald. Fesenmaier, Alderman Hedlund, Mayor Klein (arrived 4:12), Stephanie Klett

Absent: Kevin Singh, Linda Moritz

Comments from the Public limited to 5 minutes, limited to items on the agenda

None.

Approval of Tourism Commission minutes from March 13, 2023

Motion by Hedlund, second by Pirzada, to approve the minutes from March 13, 2023.

Unanimously carried.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin encouraged community participation in the upcoming Restaurant Week, April 22 through April 30, with a record-setting 30 businesses participating. First place charity will receive \$5000 and Second through Fifth place charities will receive \$1000 each. Fox6 News will be broadcasting the event during the week.

The recently-held Big Balloon Build at Covenant Harbor was a huge success.

<https://www.mirabelsmagazinecentral.com/digitaledition/index.html?id=d0875dce-7e02-41e0-8376-186e3f8be91c> (page 13+)

<https://www.bizbash.com/catering-design/event-design-decor/media-gallery/22807289/the-2023-big-balloon-build>

Visit Lake Geneva's website has surpassed one million views!

Update from Lake Geneva Business Improvement District (BID) – Alexandria Binanti

Alex, highlighted the huge increase in visitors to their new website

www.downtownlakegeneva.org including the addition of an Initiative page. Also on the increase is their social media presence on Facebook and Instagram. A new event in May is Spring Go, a scavenger hunt is 25 downtown businesses. Passport cards are available at the Library, Geneva Lake Museum, and the Visitor Center. Find a bloom of flowers in the business, have your card punched and enter to win prizes.

Other new projects include Adopt-a-Flower-Basket (spring), Murals in Motion (September), a Legislative Breakfast, and Hometown Heroes (planned for November). Recurring events include the annual Wine Walk in May and Oktoberfest (moved to Broad Street from Flat Iron Park).

Waspi and the Commissioners gave much praise to Alex for the detailed report.

Heather Jones, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity (moved down on agenda)

Jones gave details from her Marketing Update including the website and social media. Hotels and Lodging saw an 81% increase in page views over last month. We are holding steady with bookings at the Riviera. Jones included the donated (labeled Comp on the chart) for Riviera use back to 2020. The full media campaign report was made available in this month's packet along with her 2022-2023 contract for the Commission and the Public.

Written financial update provided by City Comptroller

Balance Sheet [not available]

Total Assets - \$441,165.72

Restricted Fund Balance - \$1,129,469.22

Outstanding Grants and Contracts worksheet showed a total unpaid liability of \$548,580.37.

Waspi will ask the City comptroller to add the Event Date and Deadline for Invoices and also the Room tax timing information specifically from the Short-Term Rentals/Marketplace.

Tourism Promotional Grant Program and Requests

2023 DAS Fest

Commissioners reviewed the revised request and listened to added explanation from Tammy Dunn. The request submitted included billboards and bus ads, social media platforms, City of Lake Geneva hotel packages, and shuttle rides round trip to Elkhorn from City Hotels (see map). Motion by Pirzada, second by Fesenmaier, to grant \$11,500 for DAS Fest on August 4 through 6, 2023. Unanimously carried.

Riviera Ballroom Coordinator/Planner Open House event, Heather Jones

Heather Jones explained the date change due to Wrigley Drive construction work on the original date chosen. Grant was approved at the February 13 meeting. Motion by Hedlund, second by Pirzada, to grant \$2,200 for Planner Open House now being held on September 20, 2023 Unanimously carried.

Perseid Meteor Shower Cruises, GLAS Education

Adam McCullough, Geneva Lake Astrophysics and STEAM (GLAS) Education, pointed out details from the grant application for this year's star parties. The events are night cruises held from 9 to 11 p.m. and are likely to cause overnight stays. Both events sold out last year. Motion by Hedlund, second by Waspi, to grant the original amount of \$2,200 for Perseid Meteor Shower Cruises on August 9 and August 13, 2023. Unanimously carried.

Lake Geneva Meeting Planner Open House – Heather Jones

Future meeting agenda items and next meeting date –

- Grant Document – add event date or invoice deadline
- Better information regarding Marketplace room taxes – date received
- Discussions for Visit Lake Geneva contract open on July 1 for Dec. 31 expiration
- Tourism Commission Logo – different and separate from the City; as part of the logo, add a link or QR Code to the Riviera homepage

Monday, May 8, at 4:00 PM

Motion by Waspi, second by Hedlund, to adjourn at 5:14 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary